

## CLAIMS

### What is Claimed is:

1. A method for transacting with network traffic in exchange for a network-connectable subject, said method comprising the steps of:

5           providing the subject and a redirection code to a traffic generator;  
          receiving state information about the subject;  
          debiting a traffic generator account a debit amount related to a state of  
use of the subject;  
          receiving requests for information over a network, wherein at least  
10 selected ones of the requests contain a redirection code;  
          counting the at least selected ones of the requests to compute a count;  
and  
          crediting the traffic generator account a credit amount related to the count.

2. The method of Claim 1, further comprising providing the traffic generator  
15 account balance to a sponsor.

3. The method of Claim 1, further comprising redirecting over the network the  
at least selected ones of said requests to at least one target designated by the sponsor.

4. The method of Claim 1, further comprising causing the subject to generate  
additional ones of the at least selected ones of said requests when the traffic generator  
20 account balance is less than a predetermined value.

5. The method of Claim 1, further comprising changing the state of the  
subject as a function of the traffic generator account value.

6. The method of Claim 1, wherein said receiving requests for information  
step further comprises receiving the requests for information generated by a web page  
25 displayed on a client device.

7. The method of Claim 1, wherein said first providing step further comprises providing said redirection code comprising a network address of an executable file.

8. The method of Claim 1, wherein said crediting step further comprises receiving traffic information from the sponsor and crediting the traffic generator account

5 a credit amount related to the traffic information.

9. The method of Claim 1, wherein said receiving state information step further comprises receiving the state information about ones of a plurality of subjects, and debiting the traffic generator account an amount related to a state of use of the ones of the plurality of subjects.

10 10. The method of Claim 1, wherein said receiving state information step further comprises receiving the state information from a plurality of point-of-sale devices.

11. The method of Claim 1, wherein said receiving state information step further comprises receiving the state information from a plurality of network-connected

15 client devices each containing a copy of the subject.

12. The method of Claim 1, wherein the debiting step comprises debiting the traffic generator account a zero debit amount.

13. The method of Claim 1, wherein the providing step comprises providing a subject comprised essentially of cash or a cash instrument

14. A system for transaction in network traffic in exchange for a subject, the system comprising:

a network device having a memory, and

5 operate on said device and to perform the steps of:

providing the subject and a redirection code to a traffic generator;

receiving state information about the subject;

debiting a traffic generator account a debit amount related to a state of use of the subject;

10 receiving requests for information over a network, wherein at least selected ones of the requests contain a redirection code;

counting the at least selected ones of the requests to compute a count;

and

crediting the traffic generator account a credit amount related to the count.

15 15. The system of Claim 14, wherein the application is further configured to perform the step of providing the traffic generator account balance to a sponsor.

16. The system of Claim 14, wherein the application is further configured to perform the step of redirecting over the network the at least selected ones of said requests to at least one target designated by the sponsor.

20 17. The system of Claim 14, wherein the application is further configured to perform the step of causing the subject to generate additional ones of the at least selected ones of said requests when the traffic generator account balance is less than a predetermined value.

18. The system of Claim 14, wherein the application is further configured to 25 perform the step of changing the state of the subject as a function of the traffic generator account value.